



PROGRAMME : HUMAN MOVEMENT STUDIES

MODULE NAME : SPORT AS AN ENTERPRISE

MODULE CODE : MBK2C01

DATE : JUNE 2014

DURATION : ONE HOUR

TOTAL MARKS : 50

EXAMINER : MR CS FORTUIN

MODERATOR : MS P SERRA

NUMBER OF PAGES : THIS PAPER CONSISTS OF TWO (2) PAGES

INSTRUCTIONS TO CANDIDATES:

PLEASE ANSWER ALL QUESTIONS.

QUESTION 1

Discuss the Micro-environment of a sport enterprise and how the market interacts with the Micro environment by using appropriate examples from the Sport Industry. [10]

QUESTION 2

Discuss professionalism and manipulation as a trend in the sport industry. Use applicable examples to support your discussion. [10]

QUESTION 3

(a) Discuss the following business entities and how they are similar to entities in the Sport Industry:

3.1 A sole proprietor

3.2 A company(PTY) LTD.

3.3 A Joint Venture

Use appropriate examples in the Sport Industry [10]

QUESTION 4

Discuss how sport has become commercialized and why sport can be viewed as an enterprise. [10]

QUESTION 5

Discuss the sport production sector and give relevant examples in the South African Sport Industry. [10]

TOTAL: 50